



# COMMONWEALTH *of* VIRGINIA

## DEPARTMENT OF EDUCATION

P. O. BOX 2120

Richmond, Virginia 23218-2120

March 15, 2004

TO: Textbook Publishers

FROM: Beverly M. Thurston, Textbook and Instructional Materials Review Coordinator

SUBJECT: TEXTBOOK AND INSTRUCTIONAL MATERIALS REVIEW FOR K-12 MATHEMATICS, 6-8 ENGLISH-WRITING, 9-12 ENGLISH-WRITING, 6-8 READING AND LITERATURE, 9-12 LITERATURE, AND FOREIGN LANGUAGES

The Virginia Department of Education will review K-12 mathematics, 6-8 English-writing, 9-12 English-writing, 6-8 reading and literature, 9-12 literature, and foreign language textbook and instructional materials relative to their alignment with the appropriate Standards of Learning. A detailed schedule of this process can be found in Sections 1-9 of this memorandum. Publishers will be invited to enter into a price contract with the Board of Education for all textbook and instructional materials submitted to the review for the six-year period beginning July 1, 2005.

Please examine all sections of this memorandum for specific information concerning the 2004 Virginia Textbook and Instructional Materials Review process. Electronically return the "Intent to Submit" form that is attached. Publishers must submit this form by April 30, 2004, identifying instructional materials by appropriate curriculum area.

If you have any questions, please contact me at (804) 225-2893 or e-mail me at [bthursto@mail.vak12ed.edu](mailto:bthursto@mail.vak12ed.edu). I look forward to working with you during the 2004 Virginia Textbook and Instructional Materials Review.

BT/yba

**TEXTBOOK AND INSTRUCTIONAL MATERIALS REVIEW  
FOR  
K-12 MATHEMATICS, 6-8 ENGLISH-WRITING, 9-12 ENGLISH-WRITING, 6-8 READING AND  
LITERATURE, 9-12 LITERATURE, AND FOREIGN LANGUAGES**

**Section 1  
2004 Review Procedures**

The Code of Virginia places the authority for review of textbook and instructional materials suitable for use in the public schools of Virginia with the Board of Education. The Department of Education, using an established review process and criteria, will administer the state adoption process for the Board of Education. The department will submit to the board for approval a list of recommended materials. Statewide review committees will be organized for each curriculum area. The membership of these committees will be composed of a cross section of administrators, supervisors, teachers, and parents where appropriate.

Review committees will be directed to compare all submitted materials to the Virginia Standards of Learning and develop a "profile sheet" indicating the degree of correlation of an instructional item to the relevant Virginia Standards of Learning and to the design and organization of the instructional item. Profile sheets on each instructional item will be available to school divisions to assist in the local textbook and instructional materials adoption process. Profile sheets will also be available to all publishers who submit textbook and instructional materials to the review process.

All publishers having basal materials in K-12 mathematics, 6-8 English-writing, 9-12 English-writing, 6-8 reading and literature, 9-12 literature, and foreign languages are invited to submit textbook and instructional materials that meet the following criteria:

- a. textbook and instructional materials that are highly correlated to the appropriate Virginia Standards of Learning;
- b. textbook and instructional materials that present content in an accurate manner and that are challenging to the learner;
- c. print materials (textbooks) that are bound in hardcover format only. Exceptions may be granted for non-consumable softcover formats that meet the Manufacturing Standards and Specifications for Textbooks of the Advisory Commission on Textbook Specifications;
- d. textbook and instructional materials in electronic format that represent the core program. Please refer to Section 2 regarding the guidelines for submitting electronic instructional materials; and
- e. materials that are not considered supplemental and/or ancillary to a full basal instructional program. Virginia review committees will only review textbook and instructional materials that are considered to be stand-alone and the "core" of K-12 mathematics, 6-8 English-writing, 9-12 English-writing, 6-8 reading and literature, 9-12 literature, and foreign language courses.

**Section 2**  
**Guidelines for Submitting**  
**Textbook and Instructional Materials in Electronic Format**

Non-print technology-based formats will be included in the 2004 Virginia Textbook and Instructional Materials Review. The following definition will be used to clarify the non-print category suitable for submission to the review of textbook and instructional materials:

- "core" or "stand-alone" electronic textbook and instructional materials; or
- a non-print, technology-based, electronic medium which contains a comprehensive, systematic presentation of the key concepts of an academic discipline and which constitutes a major instructional vehicle for that discipline.

The Department of Education **will not** examine supplementary or ancillary materials that are **not** considered essential to a core or stand-alone program. In order for electronic materials to be considered for examination, publishers must declare that electronic materials are a stand-alone, core program. This declaration must be indicated on the enclosed "Intent to Submit, Part B" form.

**Section 3**  
**Textbook and Instructional Materials Sampling Procedures**

**A. When to send samples**

Textbook and instructional materials samples must be postmarked and mailed by June 1, 2004, to the Virginia Department of Education (two sets), nine public review sites, and to state textbook and instructional materials review committee members.

**B. Where to send samples**

State review committees will be formed by May 2004. Names and addresses of persons to whom samples should be sent will be forwarded to publishers by May 3, 2004. Addresses and contact persons for the public review sites will be sent as well.

**C. What to send**

The basal instructional materials that the Department of Education is seeking for review are those designed to provide "core" support for the curriculum of the subject and grade level areas listed in Section 1. Publishers are asked to study the Virginia Standards of Learning for the subject area in which their company produces textbook and instructional materials. The standards should assist in making decisions about materials that may be suitable to submit for review. Appropriate Virginia Standards of Learning are available on the Department of Education's Web site ([www.pen.k12.va.us](http://www.pen.k12.va.us)).

Publishers are also asked to use the discipline area correlation matrices posted on the Department of Education's Web site at [http://www.pen.k12.va.us/VDOE/Instruction/mat\\_review\\_main.html](http://www.pen.k12.va.us/VDOE/Instruction/mat_review_main.html).

#### **Bundle Information for Textbook and Instructional Materials Submissions**

After reviewing the appropriate Virginia Standards of Learning and any additional criteria required for submission, publishers may want to "bundle" other materials with the student textbook or teacher's edition to fully correlate with the content area's criteria. (For example, if publishers choose to bundle material for a foreign language submission, it might include the teacher's edition, assessment materials such as tapes for listening skills assessment, or a student practice package.)

**It must be noted, however, that the official bid must be a comprehensive price that includes all items in the bundle. Please do not submit any supplemental or ancillary materials that are not part of a bundle.**

##### **K-12 Mathematics**

The **student's edition** of print programs is considered the "official sample," but teacher's editions are required to assist with the review. In kindergarten only, publishers may correlate to the teacher edition if there is no student edition.

##### **6-8 English-Writing**

The **teacher's manual/edition** for print programs is considered the "official sample."

##### **9-12 English-Writing**

The **teacher's manual/edition** for print programs is considered the "official sample."

##### **6-8 Reading and Literature**

The **teacher's manual/edition** for print programs is considered the "official sample."

##### **9-12 Literature**

The **teacher's manual/edition** for print programs is considered the "official sample."

##### **Foreign Languages**

The **teacher's edition** along with the appropriate bundled material is considered the "official sample."

Materials in electronic format should conform to the guidelines in Section 2. A publisher-prepared correlation to the Virginia Standards of Learning must accompany the student and/or teacher edition of all instructional programs. Forms for concise correlations (correlation matrices) are available on the Department of Education's Web site under the heading, Textbook and Instructional Materials Review at [http://www.pen.k12.va.us/VDOE/Instruction/mat\\_review\\_main.html](http://www.pen.k12.va.us/VDOE/Instruction/mat_review_main.html). Publishers **must** use these forms. Extensive correlations beyond this format will not be examined.

**D. Substitutions**

If a new edition of materials submitted by June 1, 2004, subsequently becomes available, a copy should be sent to Beverly Thurston, Textbook and Instructional Materials Review Coordinator. A brief summary of changes incorporated into the new edition should be enclosed. The new edition **will not** be reviewed as a part of the 2004 review process; however, these submissions will be evaluated as a "substitution" (Virginia Code 22.1-239) and, if approved by subject area specialists, be placed on the appropriate basal list of textbook and instructional materials. The price, submitted as a part of the six-year price contract for the instructional item, cannot change.

**Section 4**  
**Shipment of Textbook and Instructional Materials**

Please observe the following instructions in the shipment of examination copies of textbook and instructional materials:

**A. Identification of Textbook and Instructional Materials**

The contents of each shipment of textbook and instructional materials shall be identified according to specified curriculum areas. A label should be affixed to the outside of each package giving the curriculum area, title(s) and grade level of the enclosed materials.

**B. Identification of Each Instructional Item or Series (to be included with all samples submitted)**

There shall be attached to the inside cover of each item of print material (textbook) submitted for review an information sheet or label giving specific subject field, title, author(s), intended grade level, national advertised list price, and publisher. Also there shall appear on the same label the following statement: "This item is submitted for review in the State of Virginia, 2004." No item will be considered an official sample without this statement. In the case of electronic media, an information sheet should be used and submitted with the electronic media (if possible, please attach this information sheet to the electronic media).

Included with an instructional item or series submitted for review should be information on the following:

1. any specific scientifically-based research upon which the pedagogy of the textbook or instructional material is based;
2. if available, a readability level, including formula applied; and
3. warranty (required only for samples sent to Beverly Thurston, Department of Education). This is to indicate that all textbooks submitted for price contract meet "Manufacturing Standards and Specifications for Textbooks" (NASTA, latest edition).

**C. List of Titles Included in Each Shipment as Receipts**

A list of titles of the textbook and instructional materials in each shipment (receipt) in duplicate should be included. Each evaluator will be asked to return one copy of the "receipt" to the publisher (stamped, self-addressed envelopes should be included), and then retain the second copy. This procedure will acknowledge the reviewer's receipt of all materials.

**Section 5  
Publishers "Intent to Submit"**

By April 30, 2004, publishers must electronically submit to Beverly Thurston, Textbook and Instructional Materials Review Coordinator, a list of intended submissions using the "Intent to Submit, Part A" form. If electronic materials are being submitted, then an "Intent to Submit, Part B" form is also required for each instructional (core/basal) item that is an electronic media, (See Section 2). These forms may be e-mailed to [bthursto@mail.vak12ed.edu](mailto:bthursto@mail.vak12ed.edu). Do not submit ancillary or supplemental titles that are not part of a bundle. **Please use the form that corresponds to the appropriate content submission. (For example, when submitting mathematics materials, please use the mathematics "Intent To Submit" form only.)**

**Section 6  
Submission of Price, Price Adjustment, and Other Information**

- A. By October 22, 2004, publishers shall electronically submit to Beverly Thurston, Department of Education, essential information for each textbook submitted, namely: specific subject area, title, author, grade level, copyright date, list price as advertised and wholesale price f.o.b. publisher's nearest shipping point. The f.o.b. price quoted should be the wholesale price at which the publisher proposes to furnish the item to Virginia beginning July 1, 2005, (contract price). A form entitled **BID INFORMATION** supplying this information may be found at the end of this memorandum. Please submit this information electronically to Beverly Thurston at [bthursto@mail.vak12ed.edu](mailto:bthursto@mail.vak12ed.edu).
- B. By April 1, 2005, each publisher should send its latest textbook and instructional materials catalog listing the nationally advertised list price(s) of textbook and instructional materials submitted for review.
- C. During the period of the 2004 Virginia Textbook and Instructional Materials Review, publishers' representatives shall not contact state review committee members for any reason. Failure to observe this guideline shall be considered a forfeiture of the right to submit. All questions related to the state textbook and instructional materials review process should be directed to Beverly Thurston at the Department of Education.

- D. The Superintendent of Public Instruction will consider requests from publishers for adjustments in contract prices for all materials under state price contract that have not had a price adjustment for two contract years. Publishers desiring to make such requests may obtain forms from Beverly Thurston, Textbook and Instructional Materials Review Coordinator. The requests should be received by October 30 of the year before the price can be adjusted.

## **Section 7**

### **Publishers' Response to Virginia Profile Sheets**

Each publisher will be sent a copy of the preliminary profile sheets pertaining to textbooks and instructional materials that have been submitted to the 2004 Virginia Textbook and Instructional Materials Review. Profiles will be e-mailed no later than August 30, 2004, or as soon as possible after the conclusion of the state committee materials review workshop during July 2004.

Publishers will have the opportunity to respond in writing or by e-mail to the profile sheets. Publishers will not be invited to present responses in person. Department of Education staff will review all publisher requests for reconsideration of the state review committee documentation and will reply to publishers in writing.

Letters requesting a "reconsideration" of a profile(s) should be sent to Beverly Thurston, Textbook and Instructional Materials Review Coordinator, Virginia Department of Education, P.O. Box 2120, Richmond, VA 23218-2120. E-mails should be sent to [bthursto@mail.vak12ed.edu](mailto:bthursto@mail.vak12ed.edu). Letters or e-mails requesting reconsideration must be received by September 15, 2004.

## **Section 8**

### **Publishers' Presentations To State Review Committees**

Publishers **will not** be invited to present to state review committees for the 2004 Virginia Textbook and Instructional Materials Review.

## **Section 9**

### **Virginia Price Contract Stipulation Regarding Files For Braille Conversion**

Virginia Code now requires that all six-year price contracts with the Board of Education contain the following stipulation:

"Upon written request from the Virginia Department of Education, the publisher will within 90 days provide electronic files for Braille conversion of state reviewed and contracted basal pupil edition textbooks in ASCII text or other mutually agreed format. Files will only be used for the creation of Braille textbooks for use by blind or visually impaired students in Virginia."